

AWI - investing in innovation for the Australian wool industry



AWI's mission is to invest in research, development, marketing and promotion in order to:

1. Enhance the profitability, international competitiveness and sustainability of the Australian Wool Industry; and
2. Increase demand and market access for Australian Wool.

AWI is the Research, Development and Marketing organisation for the wool industry. In WoolPoll 2009 wool growers determined the funding split of their levies on the following ratios;

RESEARCH & DEVELOPMENT - 50%		MARKETING - 50%
ON-FARM R&D - 30%	OFF-FARM R&D - 20%	OFF-FARM MARKETING - 50%

AWI's Strategic Plan reflects grower and government priorities, summarized below

OBJECTIVE	STRATEGIES
<p>ON-FARM R&D</p> <p>To help build a sustainable Australian wool industry through improvement in productivity and profitability on-farm.</p>	<ol style="list-style-type: none"> 1. Sheep health, welfare and productivity 2. Wool harvesting & Clip quality 3. The Environment, Climate Change & Carbon 4. Education and extension
<p>OFF-FARM R&D</p> <p>To help increase demand for Australian Merino wool by recognizing and addressing, through off-farm R&D, the product and process barriers to consumption at trade level through consumer-driven, targeted research, development and innovation programs.</p>	<ol style="list-style-type: none"> 1. Quality assurance, eco and carbon management 2. Health and environmental attributes and benefits of wool fibre and products 3. Performance apparel and safety attributes 4. Fibre quality, innovation and textile development 5. Interior textiles and floor coverings (IT&F) 6. Marketplace extension and fibre knowledge and textile innovation
<p>MARKETING AUSTRALIAN WOOL</p> <p>To help increase demand for Australian merino wool by recognizing and addressing the information barriers to consumption at the consumer and trade level, and informing people.</p>	<ol style="list-style-type: none"> 1. Fibre Partnership Marketing 2. Product Partnership Marketing 3. Market Intelligence
<p>INTERNATIONAL SALES NETWORK/ WOOLMARK</p> <p>Review the role and value of the Woolmark brand, revitalize it and, where markets and partners permit, maximise the presence and income streams of the brand.</p>	<ol style="list-style-type: none"> 1. Build Woolmark brand presence through partnership Marketing programs 2. Maximise income and royalties through leverage of the Woolmark 3. Retail and e-Commerce feasibility
<p>MARKET ACCESS</p> <p>Define threats and opportunities facing the wool industry, and build strategies and programs to ensure market access, sustainable production and improved trading environment across the supply chain.</p>	<ol style="list-style-type: none"> 1. Market Access 2. New market development